

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings of claims in the application:

Listing of Claims:

1.-29. (Canceled)

30. (Currently Amended) A method for providing transmission of a selected media program to a plurality of wireless handsets deployed in a wireless network having at least one cell site coverage area associated therewith, the method comprising:

receiving a request to receive a selected media program from a ~~first~~ wireless handset in the cell site coverage area;

establishing a ~~first~~ wireless channel upon which to broadcast the selected media program in the cell site coverage area;

broadcasting the selected media program to the wireless handset over the wireless channel as a one-way phone call having no return audio path; and

establishing a return data-command path over the wireless channel adapted to receive a media selection or a phone call from the wireless headset.

~~receiving a request to receive the same selected media program from a second wireless handset;~~

~~in response to the request, determining whether the second wireless handset is in the cell site coverage area; and~~

~~establishing a second wireless channel upon which to broadcast the selected media program to the second wireless handset if the second wireless handset is determined to be outside the cell site coverage area, wherein the second wireless channel is different than the first wireless channel.~~

31. (Previously Presented) The method as recited in claim 30, wherein the selected media program comprises a selection from a group consisting of: a cable program, a television program, a satellite program, and a radio program.

32. (Previously Presented) The method as recited in claim 30, wherein the selected media program comprises a pre-recorded media program.

33. (Previously Presented) The method as recited in claim 30, wherein the selected media program comprises a real-time transmission.

34. (Previously Presented) The method as recited in claim 30, wherein the selected media program comprises a selection from a group consisting of: audio program, video program, and data transmission.

35.-39. (Canceled)

40. (Currently Amended) A system for providing transmission of a selected media program to a plurality of wireless handsets deployed in a wireless network having at least one cell site coverage area associated therewith, the system comprising:

a source provider configured to receive a transmission of a media program from at least one media program provider, the source provider being further operative to **simultaneously** broadcast the selected media program to ~~each of at least two~~ a wireless handset[[s]] via a **single** wireless channel; and

a wireless network configured to broadcast the selected media program from the source provider to the ~~at least two~~ wireless handset[[s]];

wherein the source provider is further configured to:

in response to a request for a requested media program, establish a **first** wireless channel upon which to broadcast the requested media program in the cell site coverage area;

broadcast the requested media program to the wireless handset over the wireless channel as a one-way phone call having no return audio path; and

**establish a return data-command path over the wireless channel
adapted to receive a media selection or a phone call from the wireless headset.**

**~~receive a request to receive the same requested media program from a
second wireless handset;~~**

**~~in response to the request, determine whether the second wireless
handset is in the cell site coverage area; and~~**

**~~establish a second wireless channel upon which to broadcast the
requested media program to the second wireless handset if the second wireless handset is
determined to be outside the cell site coverage area, wherein the second wireless channel is
different than the first wireless channel.~~**

41. – 43. (Canceled)

44. (Previously Presented) The system as recited in claim 40, wherein the source provider is the wireless network.

45. (Previously Presented) The system as recited in claim 40, wherein the requested media program comprises a pre-recorded media program.

46. (Previously Presented) The system as recited in claim 40, wherein the requested media program comprises a real-time transmission.

47. (Previously Presented) The system as recited in claim 40, wherein the requested media program comprises a selection from a group consisting of: a cable program, a television program, a satellite program, and a radio program.

48. (Previously Presented) The system as recited in claim 40, wherein the requested media program comprises a selection from a group consisting of: audio program, video program, and data transmission.

49. (Previously Presented) The system as recited in claim 40, wherein a wireless network communication scheme comprises a selection from a group consisting of: TDMA, FDMA, and CDMA.